DOCUMENT RESUME

ED 438 008 JC 000 152

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TITLE	Factors Related to Faculty Acceptance of Community College Positions.
PUB DATE	1998-00-00
NOTE	123p.; Ph.D. Dissertation, Florida State University.
AVAILABLE FROM	Bell & Howell Information and Learning (formerly UMI), 300 N. Zeeb Rd., P.O. Box 1346, Ann Arbor, MI 48106-1346 (item number: 9922666). Tel: 800-521-0600 (Toll Free); e-mail: info@umi.com; Web site: http://www.umi.com.
PUB TYPE	Dissertations/Theses - Doctoral Dissertations (041) -- Tests/Questionnaires (160)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Academic Freedom; *Community Colleges; *Faculty Recruitment; *Teacher Attitudes; Teacher Employment; *Teacher Employment Benefits; *Teacher Persistence; Teacher Recruitment; Teacher Salaries; *Teaching Conditions; Two Year Colleges
IDENTIFIERS	*California Community Colleges

ABSTRACT

The purpose of this research was to investigate how important the six literature-identified recruitment factors of Benefits, Institutional Climate, Diversity, External Influences, Prestige, and Working Conditions were to California community college faculty in their decision to accept a certificated position. To accomplish this purpose, the relationships between demographic and background variables and the faculty member's evaluation of the recruitment factors were analyzed. From the summary of findings, it can be concluded that the six dimensions were valued differently by different groups. Financial benefits are expensive, but primary to faculty retention. Diversity is of least importance to faculty overall, but very important to minority faculty. Benefits are important to married faculty because they have the added responsibility spouse and children. Institutional Climate (Academic Freedom) was more important for women. Prestige was found to be more important to minority faculty than to white faculty. External Influences were important to faculty from Southern California. Assembly Bill 1725, a California map, survey packet, 25 tables, and tests for significance are appended at the end of this report. (Contains 51 references). (VWC)

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